Persistent Press Publicity Promotes Permanent Prosperity

Subscription $1.00 a Year

THE BEACH NEWS

Subscription $1.00 a Year

ADVERTISING PAYS

Promoting the Progress of the Beach and Bay Sections of San Diego and the Entire Point Loma Peninsula

Comprising Ocean Beach, Pacific Beach, Mission Beach, Chatsworth, Catalina, Glenartney, Loma Portal, and Point Loma Heights

SUBSCRIBE NOW!

VOL. 1—NO. 52 | KIRK SMITH, Editor-Owner | Ocean Beach, California, Friday, November 16, 1923 | PHONE POINT LOMA 17 | FIVE CENTS THE COPY

Meeting of Boosters

PREPARING PLANS
TO TELL THE WORLD
ABOUT OCEAN BEACH

Upwards of half a hundred representative Beachites attended a special organization meeting held at the Ocean Theatre last Tuesday night. Following the outline of plans for an extensive campaign toward advertising Ocean Beach, Charles H. Peltcher was chosen as temporary chairman and Phil J. Schaeffer as acting secretary.

Short speeches were made by several citizens, giving various views about advertising and the ways and means of securing publicity, and then the following board of directors was elected: O. F. Davis, G. H. Faber, F. B. McElwee, C. F. May, C. A. Peace, C. H. Peltcher, Bert Schneider. The arrangement of a budget and the selection of a name for the new organization will be considered at another meeting to be held next week.

It will do your EYES good to see CASTIEN, 533 B st. *

FOTOGRAPHER FROIDE GIVES FREE ENLARGEMENT

Special attention is called to the announcement by the Froide Foto Finishing Co. of a FREE 7x11 enlargement given to all patrons subscribing to **The Beach News** at his agency on Newport avenue. First come, first served, is the policy pursued by the polite and enterprising photographer, who is working overtime on orders.

ALIEN LAND LAWS VALID

The alien land laws of California and Washington, prohibiting aliens ineligible to citizenship from owning or leasing land were declared valid and constitutional by the U. S. supreme court early this week.

BURKHARDT RESIDENCE IS BEAUTIFULLY IMPROVED

The handsome home of Mr. and Mrs. LeRoy G. Burkhardt on Santa Monica avenue has been wonderfully improved by an exterior coating of "Duralite" of an exceptionally pleasing tone and giving the residence a most mansion-like effect. Besides its beautification in a truly artistic way, the house has the merit of solidity and is one of the fine show places of the beach residential district.

SOMETHING NEW AT THE MAINE GARAGE FOR ALL CAR OWNERS

A new product called "Izen," is being introduced at the Maine Garage to Ocean Beach motorists and it is positively asserted that "Izen" will keep all bright metal parts of a machine BRIGHT, without polishing, as well as preserving the life of the metal. It is a transparent fluid and is sold for 75 cents a package. Ask the Shaffers about it at the Maine Garage on Newport avenue.

Classified Ads Get Quick Results.

SCHOOL GIRLS AND BOYS

Here's your chance to get some extra Christmas money, with very little effort. All of you have a lot of friends and acquaintances who will gladly help you by subscribing to The Beach News in order that you may receive a really worthwhile commission. Call at the office of publication, 4829 Saratoga avenue, for full particulars and subscription blanks.

Movies

"THE WHITE ROSE" AT THE OCEAN THEATRE

You don't have to go down town to see the best film features, for Manager Ericsson is booking only top notchers at the Ocean Theatre. For instance, tomorrow, Booth Tarkington's masterpiece, "The Flirt," will be shown and on Sunday Dorothy Phillips will play the stellar role in "The White Frontier," wth "Fighting Blood" No. 4 as an added attraction. The mid-week feature is the best booking of the year. Don't miss it—go early.

Kodak Films, FROIDE'S. opp. P.O.*

LOCKSMITH LOCATES OPPOSITE MERRY-GO-ROUND IN O. B. LIBRARY BLOCK

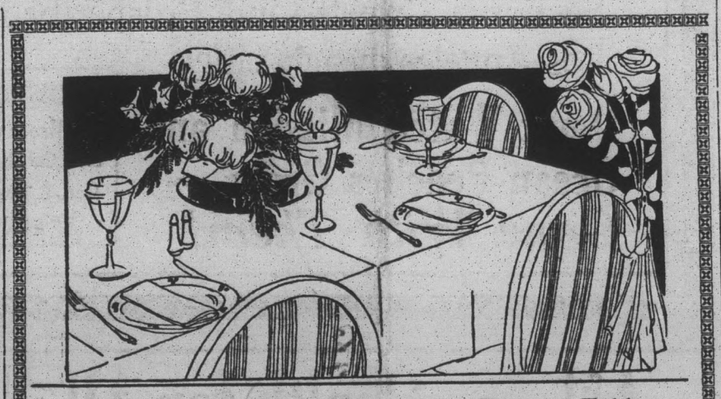
J. B. Masse, an expert locksmith, formerly located on B street, San Diego, has moved his lock and key works to 1957 Abbott street, where he is fully equipped for service with anything in the line of locks and keys. Besides being enabled to re-key all sorts of locks, Mr. Masse fixes fishing reels and rods, just like new, and also repairs all kinds of electrical appliances and home labor-saving devices. His prices are reasonable and prompt service is assured.

Please say you saw it in The Beach News when patronizing our advertisers.

BROWN'S
Souvenir and Stationery Store
We carry a complete line of MUSICAL INSTRUMENT STRINGS. 5041 Newport avenue, Ocean Beach.—adv.

GOOD MOTTO FOR O. B.

"Oppidum Bonum—that's the Latin for GOOD TOWN, meaning Ocean Beach, of course," says the Rev. Declan E. Foley, the learned and highly respected pastor of the O. B. Catholic church.



There's a Place for You at the Banquet Table

Big Eats and Dancing

EVERYBODY INVITED NEXT TUESDAY NIGHT AT PACIFIC BEACH CLUBHOUSE

There's going to be a grand and glorious "get-together" affair next Tuesday night under the auspices of the Pacific Beach Community League at the Ladies' clubhouse on Hornblend street, Pacific Beach. A banquet will be served promptly at 6:30 p. m., and all in attendance will be seated at the same time. Following the "big eats," there will be music and dancing and general jollification. "Pay as you enter" will be the policy adopted to defray expenses, grown-ups being charged 40 cents and children 20 cents, with no limit to the enjoyment of the eats and entertainment.

SPECIAL O. B. TRANSPORTATION

Arrangements have been provided for the special transportation of patrons from Ocean Beach, quite a number of whom have already signified their intention of joining in the jolly affair. From present indications, Ocean Beach will be represented by about half a hundred of all ages. Those who have cars, as well as those who have no special conveyance, are requested to meet at The Beach News office, 4829 Saratoga avenue, at 6 o'clock, sharp, next Tuesday night. Everybody is invited and the more the merrier!

All those desiring to avail themselves of the free transportation offer, are requested to phone Point Loma 17, immediately, in order that reservations may be made in ample time. Let's go!

BAZAAR AND RUMMAGE SALE

Starting Tuesday, Nov. 20, and continuing for a week, the ladies of the Congregational church will hold a BAZAAR and RUMMAGE Abbott street, and on Saturday, Nov. 24, there will be a HOME-SALE in the Sutcliffe building on COOKED FOOD SALE. Everybody is invited to help along in a good cause.

Phone to us
Write to us
Call to see us.
Phone, Point Loma 17
THE BEACH NEWS
is your friend.
Let's get neighborly!

O. B. Library

Watch the O. B. Library grow" is the slogan and the October report shows the splendid growth, 4518 books circulated from the Ocean Beach library—this is 713 more than October, 1922.

The poster exhibit this week is "Travel," an attractive list of books are shown: "Fairy Lands of the South Seas," Hall; "Trapping Wild Animals in the Malay Jungle," Mayer; "Atolls of the Sun," O'Brien; "Cruise of the Hippocampus," Loomis; "South of the Suez," Anderson; "Abroad at Home," J. Street; "Spell of Holland," Stevenson; "By Paths in Sicily," Heaton.

MARGARET RANKIN, Librarian

Newstand, next to Postoffice *

HOLDRIDGE & LANCASTER REPORT ACTIVITY IN BEACH RENTALS AND REAL ESTATE

Henry Lancaster, who so ably looked after the interests of the Holdridge Real Estate company while Mr. and Mrs. I. A. Holdridge were away on an extended automobile tour last summer, will continue his activities with the firm. Quite a brisk business is being maintained in rentals of beach property, and both Mr. Holdrdge and Mr. Lancaster report an exceptionally bright outlook in real estate transactions. Their business announcement in another column gives their separate residence phone numbers as well as the call of their office, which is conveniently located at 5038 Newport avenue in the Maine Garage building. Prompt and courteous attention is assured to all patrons.

Stationery Supplies, Froide's, op. P.O

Ocean Beach needs a branch bank.

SPECIAL NOTICE

SOME TIMELY ADVICE WITH POSTAL INSTRUCTIONS ABOUT CHRISTMAS MAIL

In a postal bulletin issued by the U. S. government, it is announced that compliance with the following instructions will not only be helpful to the postal service in the dispatch and delivery of mail, but will result in more satisfactory service to the advantage of all concerned.

Prepay postage fully on all matter, and address plainly and completely, giving street address whenever possible.

Place sender's name and address in upper left corner of address side.

Pack articles carefully in strong, durable containers and wrap securely, but do not seal them.

Parcels may be marked "Do not open until Christmas."

Insure valuable parcels.

Do not inclose letters with parcels, as doing so would subject entire parcels to letter postage.

Written greetings, such as "Merry Xmas," "Happy New Year," "With Best Wishes" and names, numbers or symbols for the purpose of description may be enclosed with fourth-class (parcel post) mail. Other written additions subject parcels to letter postage.

Postmaster Rankin of the Ocean Beach postoffice, respectfully urges patrons to observe the conditions enumerated above and earnestly requests the early mailing of holiday mail in order to facilitate prompt handling during the approaching Yuletide season.

Newstand, next to Postoffice *

Please mention The Beach News in your dealings with the patrons of our advertising columns.

SUBSCRIBE NOW!

Ocean Beach subscribers may find it convenient to leave their yearly subscription to The BEACH NEWS at any of the following places, where receipts will be duly given:

Faber's O. B. Grocery.
Ocean Beach Pharmacy.
Froide's Foto Finishing Co.
Fremont Club Cigar Store.
Mrs. Jordan's "Peek-In" Tea-Room.
Mrs. Parmalee's station Newsstand.

Sports

BALL GAME SCHEDULED ON SUNDAY AFTERNOON

Despite several disappointments in arranging bookings, Manager L. A. Shaffer is quite certain he will be able to secure an opposing ball team for a game with his high-stepping Ocean Beach club at the local grounds on next Sunday afternoon, and it will be a game well worth seeing.

MICKIE SAYS—

THEY AINT NO REASON WHY BIZNESS HAS T' LIE DOWN LIKE A DAWG FER A COUPLA MONTHS EVRY SUMMER! WHAT IT NEEDS IS A GOOD SWIFT KICK IN TH' RIBS! A SPECIAL SALE, OR SOME GOOD BARGAINS, WELL ADVERTISED, WILL DO TH' TRICK!
CHARLES SUGHROE

FREE GOLD WRIST WATCH AGAIN WON BY BEACHITE AT BENBOUGH'S PAVILION

The giving away of a gold wrist watch as a prize every Tuesday night at the O. B. Dance Pavilion has met with wide and instant popularity. Mrs. Cal Hubbard was the lucky holder of the winning ticket this week, making the second time that a watch has been won by a Beachite. Manager Benbough is preparing to doll up his popular pavilion for the Yuletide season and appropriate new musical selections are being given by Hugh Harrison's orchestra.

Rear Admiral A. S. Halstead, former commander of the old battleship California, has been retired after more than forty years' naval service and will make his home in San Francisco.

Welcome, O, Sciots

FIVE HUNDRED MUSICIANS WILL BE HEARD TOMORROW AT HIGHWAY DEDICATION

The Pacific milestone placed in the San Diego plaza by the U. S. Geodetic Survey corps to indicate the exact spot at which the Lee National highway terminates, will be officially dedicated tomorrow, Saturday, Nov. 17. President Calvin Coolidge will touch an electric button in the White House at precisely the same moment that Col. Ed Fletcher, his official representative, begins reading the presidential dedicatory address.

The late President Harding, on June 4, dedicated the Lee highway zero milestone, which is the only monument of any description located on the White House grounds.

An interesting and unusual feature of the ceremonies will be the music of a massed band, composed of 500 musicians, arranged for by the Sciots in connection with the ending of their convention in San Diego this week.

O. B. DRY GOODS STORE

It will pay you to visit the O. B. DRY GOODS' SPECIAL SALE, commencing Friday. Every article reduced.

PROTEST REMOVAL OF PRESENT STREET LIGHTS ON ABBOTT STREET

The residents of Abbott street and vicinity are registering a strong protest against the proposed removal of some of the present lights on that seashore thoroughfare. At last Wednesday's meeting of the city council, D. C. Crosby, a prominent and progressive citizen of the Beach, spent nearly an entire day consulting the mayor and the councilmen toward a reconsideration of the order of removal. With City Manager Fred Rhodes absent in the east, it seems that the matter will be held in abeyance until his return. Meanwhile, co-operation by Beachites is urged by those interested in having the original order of removal rescinded.

Kodak Finishing FROIDE'S op. P.O.*

OCEAN BEACH BAKERY BOOKING ORDERS NOW FOR THANKSGIVING SPECIALS

A. N. Fisher and P. H. McCune, the new proprietors of the Ocean Beach Bakery, on Bacon street, call attention to the fact that NOW is the proper time to place orders for mince pie and fruit cake to be delivered for Thanksgiving, which is only the proverbial dozen days off. Demand for the fresh products of the local bakery is increasing in the Beach districts, prompt delivery and high quality being the watchword of the new wide-awake management. Mrs. Evelyn Maybee will continue her splendid services with the O. B. Bakery during the forthcoming holiday season.

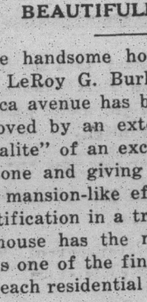
Federal tax revision under a program applying reductions to the entire range of personal incomes and estimated to cut the nation's tax bill next year by $323,000,000, will be recommended to congress by Secretary of the Treasury Mellon.

First and foremost a home paper. **We appreciate your patronage.**

WHY BANKS?

LESSON I.

By J. H. PUELICHER, Chairman,
Committee on Public Education, American Bankers Association.



J. H. Puelicher

Why banks? To *facilitate* the exchange of *goods* and *services*, says the economist.

FACILITATE = make easy.

GOODS = food, clothing, necessities, comforts, luxuries.

SERVICES = the work that goes into manufacturing, into crop-raising, into selling, buying, bookkeeping, financing—into all man's wants.

The FARMER sells his crop for money
The WORKMAN sells his labor for money.
The MANUFACTURER sells his product for money, and the money is used to buy what the others have grown or produced—used in the exchange of goods and services which the banks facilitate.

Pin a Dollar Bill

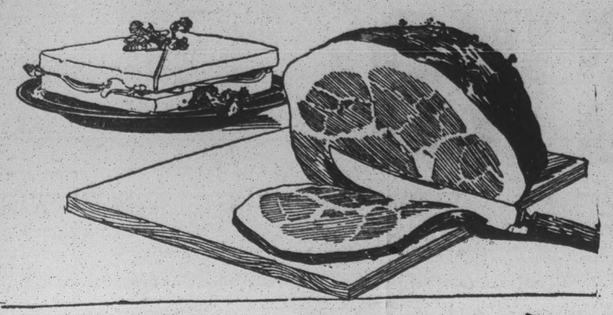
To This SUBSCRIPTION Blank
Fill in Your Name and Address
and Mail to

The Beach News, Ocean Beach, Calif.

Herewith please find One Dollar ($1.00) for Yearly Subscription to *The Beach News*.

Name _____

Address _____



Big Eats

Tuesday, Nov. 20th, 6:30 p' m., sharp

LADIES' CLUB HOUSE, PACIFIC BEACH

Adults, 40 cts. PAY AS YOU ENTER Children, 20 cts.

BANQUET - MUSIC - DANCING

Under Auspices of Pacific Beach Community League

Pacific Beach

ARE YOU
A BROWN MOUSE?

PACIFIC BEACH PRESBYTERIAN CHURCH

A Community Church, Where All Denominations Are Welcome.

Rev. J. W. Millar, Pastor, 1828 Missouri Ave., Pacific Beach.

Sunday school, 9:45 a. m., preaching, 11 a. m., Christian Endeavor, 7 p. m. Ladies' Aid and Missionary Societies, last Tuesday of each month.

R U A Brown Mouse?

Brophyisms

(Contributed from Pacific Beach)

Notice where Charlie Woodward got 30 days for reckless driving after a trip to Tijuana. It wasn't our Charlie, as he and Bob Durham spent all week trying to figure out why people are asking 500 iron men for a corner lot, that won't compare with what they will ask in 1030. Earl Taylor says there won't be any left by that time.

The boys at the Army and Navy Academy think so much of the place that the football team attempted to take quite a section of the new curbing up North with them last week and did a fairly good job at that.

Well, the overheal sign is up at last about one hundred feet east of Cass street on Garnet avenue and its a humdinger and only the masts require painting.

The sign cost a lot of money and a lot of hard work but is handed over to the residents of Pacific Beach by those whose subscriptions made it possible and the handful of faithful workers who spent four Saturday afternoons erecting the masts and sign, with the understanding that you refer to it as "OUR" sign even though you may not have assisted in any way. Nobody can take it away, the masts are too confounded hard to move. I know—I helped to shovel the cement.

Don't forget to omit lunch on Tuesday, November 20, and come out at 6:15 p. m. to the Reading Club house prepared to make up for it at the greatest dinner ever presented in this or any other country. Everything from soup to nuts (with both of them left out for 40c a plate or more if you want it; 20c for school kids, including those who attend "Hi."

◆ ◆ ◆

Mister Advertiser:

It's a highly delightful fact that **The Beach News** has become a real household necessity every week-end in the homes of all the progressive people living in

OCEAN BEACH
MISSION BEACH
PACIFIC BEACH
and the entire
POINT LOMA PENINSULA

PACIFIC BEACH Community League

* * * * * * * * * * * * *

Organized to Advance the Best Interests of Pacific Beach

* * * * * * * * * * * * *

H. A. HODGE, Chairman
CARL S. CLARK, Vice-Chairman
FRED L. BROPHY, Secy-Treas.

◆ ◆ ◆

Regular meetings every first and third Monday evening at P. B. Reading Clubhouse.

PACIFIC BEACH SCHOOL NOTES

By Roberta Durham and Thelma Slattery

Miss Cooper, the Fifth and Sixth grade teacher, spent the week- end at Alpine.

Charles Chandler is home from the hospital.

The Pacific Beach P. T. A. met in the school building Tuesday afternoon.

Two pupils of the Pacific Beach school went into the Lincoln School Tuesday morning to hear Edmund Vance Cooke, the famous poet, lecture to the school children.

The Seventh and Eighth grades' cider for the Halloween party last Wednesday turned out to be vinegar. After the supposed cider had been purchased and brought home, it was discovered that they had been sold vinegar, so a bowl of punch was served instead.

Last Friday noon an airplane flew very low over the Pacific Beach school and threw out a handfull of tickets to the Football game at the stadium on Armistice day.

The Girl and Boy Scouts of Pacific Beach, marched in the parade on Armistice Day.

Kendal Harris' mother has returned from the hospital.

The fifth and sixth grades are going to give a Thanksgiving play at the school house.

Most of the rooms in the school are interested in getting aquariums and canary birds, to make the rooms more interesting.

The chairs for the auditorium have arrived and soon the school will be able to give more entertainments and meetings.

◆ ◆ ◆

LARGE SUBDIVISION AMONG THE IMPROVEMENTS AT PACIFIC BEACH

At the request of the A. H. Frost company, the city council has voted to close several streets in Pacific Beach. This was required in the laying out of a large subdivision which is one of the improvements now under way as a result of the building of the new Mission Beach and La Jolla railway. The property lies near the ocean front and extends to the foothills.

◆ ◆ ◆

A MEAN MOTORIST

Ralph Jerman of Grand avenue, Pacific Beach, mourns the loss of his horse, which was badly injured by a reckless autoist early this week, and had to be shot later by an officer of the State Human Society. Mr. Jerman drove the horse here from San Antonio, Texas, and depended upon the work of the animal for the support of his family.

◆ ◆ ◆

BOOST Your Business with an "ad" in **The Beach News**, telling 'em who and where you are, and what you have to offer for their patronage. CO-OPERATE!

◆ ◆ ◆

Prosperity!—Feel it, talk it, know it—Advertise!

If your business isn't worth advertising—quit your business.

The MISSION BEACH

$2,000,000.00 Development

Program Insures for San Diego's Finest BEACH Section a Growth and Prosperity rivaling that of Los Angeles beach cities.

Don't Watch Mission and Ocean Beaches Grow --- *Grow With Them!*

MISSION BEACH COMPANY
101 Broadway, Spreckels Theatre Bldg.
S.E. Cor. Broadway and 1st St., San Diego
Geo. L. Barney--SALES AGENTS--T. A. Rife
TRACT OFFICE OPEN DAILY

Health for All

The many preparations which help to guard and protect YOUR HEALTH are arranged in ample assortment for quick and easy selection at the

OCEAN BEACH PHARMACY
F. H. KRAFT, Prop.
Corner Bacon and Newport Ave.
We are as close to you as your phone—Call Point Loma 70-J

I. A. HOLDRIDGE — Res. Phone: Pt. Loma 144-W-K
H. LANCASTER — Res. Phone: Pt. Loma 121

Real Estate and Rentals

Office Phone: Pt. Loma 382 — 5038 NEWPORT AVENUE

FREE! FREE!

Leave Your Subscriptions for
The Beach News
at Froide's Foto Finishing Co.
Opp. Postoffice - 5019 Newport Ave., Ocean Beach
AND GET A
7x11 Enlargement FREE

Phone Point Loma 49

OCEAN BEACH LUMBER COMPANY

H. H. REID & SON, Proprietors 5050 Newport Avenue
Lumber, Cement, Roofing Paper
Paints, Hardware and Household Supplies
Lumber Estimates Cheerfully Given

Hay, Grain
Wood, Coal
Poultry, Rabbit, Bird Supplies and Remedies
Baby Chicks
Esco Electric Brooders
Seeds. Trucking

OCEAN BEACH Feed, Fuel, Paint and Express
EARL J. HAAS, Mgr.
1926 BACON STREET
Telephone: Point Loma 20-W

Sherwin-Williams (Paints SWP)
Old Dutch Enamel
Marnot, Scarnot and Rexpar Varnish
Floorlac
Brushes, Wall Paper
Roofing

Is It? A CHEVROLET?—Ask Henry Eulberg.
A STAR?—Ask Lowell A. Shaffer.
A GRAY?—Ask Turner B. Kline.
A FORD?—Ask any or all of 'em. **?**

A year's subscription to THE BEACH NEWS for the best solution of this car cognomen puzzle, received before Thanksgiving day.

LET YOUR LINEN LIVE LONG!
IF IT'S LAUNDRY WORK, WE DO IT!

POINT LOMA LAUNDRY

—Wet Wash, Rough Dry, Semi-Finish and Finish Work—
Once a Customer, Always a Customer.
LAUNDRY CALLED FOR AND DELIVERED.
Phone, Point Loma 378.

MISSION BEACH CAR LINE

TIME SCHEDULE NO. 15
(In effect July 1, 1923).

Lv. S.D.	Lv. O. B.	Lv. M. B.
6:45 a.m.	7:20 a.m.	7:00 a.m.
7:30	8:05	7:45
9:45	10:20	10:15
10:30	11:05	10:55
11:15	11:30	11:40
12:00 noon	12:35 p.m.	12:25 p.m.
12:45 p.m.	1:20 p.m.	1.10 p.m.
1:30	2:05	1:55
2:15	2:50	2:40
3:00	3:35	3.25
4:07	4:50	4:40
4:52	5:35	5:25
5:37	6:20	6:10
6:22	7:05	6:55

(Subject to change without notice)

Arrangements will be made for special night car service, any day of the week, for parties, by notifying office at Mission Beach Tent City.

Community Forum

THIS COLUMN OPEN TO ALL ON ANY SUBJECT

This Forum is open to our readers for the expression of opinions and criticisms, whether favorable or unfavorable, on any and all subjects and questions affecting the Beach communities. The views herein expressed are not necessarily our views. We do not ask you to agree with them or with us. We will publish as many reasonable letters each week as space will permit. Please write on one side of the paper only; and sign all communications, not obligatory for publication, unless so requested, but as an evidence of good faith.

THE EDITOR.

ROWDYISM

Editor The Beach News:

We who live in the city of San Diego are trying to find out what are the requirements of the laws of the land. I have been here eleven years, and the longer I remain the worse it seems. I find new angles in the law of California very often, and much more law than justice, depending very largely on one's age. Mr. Clarke was fined $10 for firing a gun at a cat that was killing his chickens, but the boys may shoot all they please, and nothing is done about it.

"Boys" may run one down on the street, or destroy property with perfect "freedom," and no fear of punishment. But woe betide the citizen who tries to defend his life or property.

It is going from bad to worse, as witness the case in police court last Monday. How does the charter of the electric car company read regarding the safety of passengers carried? Many of our citizens coming to Ocean Beach try to avoid those cars on which are found those "high school students" (save the mark) both male and female, because their actions are so repulsive. They have annoyed the trainmen a long time, and last week fifteen of these hoodlums tried to take charge of the train, and the long suffering conductor had to use a little force to protect his car and passengers. The interference was very slight, but he put his hand on "our boy" which was enough for said boy's father to have the conductor arrested, and in the newspapers next day we read that the conductor was fined $10 for trying to protect his car. Perhaps this father should be blamed more than his son for encouraging such bad conduct.

It is a pity the police judge has no latitude. He did not believe the conductor was to blame. His suggestion that the conductor put the toughs off the car is hardly workable with fifteen against one, as the effort would have called for many times the so-called "assault" complained of. Neither can he stop his car and call police at every place on the line.

Moreover, where is the policeman who will arrest a boy? He knows he cannot get him punished if he does arrest him. If the laws of California are for the protection of rowdies only, let that also be broadcasted so that imigrants will know what to expect. If the car company does not pay the conductor's fine, we, the civilized citizens of O. B. will, and as many of us as can help it will not ride in cars overrun by rowdies.

I would suggest that conductors and motormen be supplied with a police badge. There is no getting around the fact that this case has disgraced Ocean Beach. I pity the civilized boys of Ocean Beach because they look like the uncivilized ones, and may come in for a share of the contempt that belongs to the tough element. ZENAS.

◆ ◆ ◆

KNOCKERS AND BOOSTERS

Editor The Beach News:

All our speaking in meeting won't bring people to Ocean Beach. What we need is "knockers"—plenty of good hard knockers. Let us begin with ourselves. Go out in our own back yard, find out where the trouble is, and remedy it.

We can't bring people here by building **shacks and camps!**

What we want is a good class of houses, and we will bring a good class of people.

It is true we have "dead wood," but, a little spark of brotherly love will soon smolder and burst into flame.

We also have live wires. Let us connect them, but have many more live wires, and boosters who own their own homes at the Beach!

What about a community house? Also encouraging children to have their own garden, giving them prizes for the best gardens; also for keeping down the weeds, not only on vacant lots, but on their own lots, whether they own or rent.

There are two dry good stores, a shoe store, several grocery stores, and a real "live wire" druggist, at Ocean Beach, yet almost every citizen buys in San Diego!

Let us find out the cause, and remedy it.

As the Rev. Mr. So-and-So says: "We can't live long on climate, so let us proclaim, not in loud words, but in great deeds! Then, and not until then, will we have a bigger, better and busier Ocean Beach!"

A BEACH KNOCKER.

IZEN!

A new product that is introduced to Ocean Beach motorists, will keep all bright metal parts of their machines bright

WITHOUT POLISHING

Preserving the Life of the Metal at the Same Time.

IZEN Is a Transparent Fluid That Dries in Five Minutes.

It's Not a Polish—It Simply Forms an Invisible Coating Over Metal Surfaces, Preventing Rust, Stain and Tarnish: Izen is not affected by the elements and the polished metal on your car (treated with Izen) will remain bright indefinitely regardless of fog, rain, dust or heat.

IZEN PREVENTS: Rust, Stain, Corrosion and Saves You the Labor of Further Polishing.

75c a Package.

MAINE GARAGE
5040 Newport Avenue
Ocean Beach, Calif.
Telephone: Pt. Loma 72-W

SUBSCRIBE NOW

if it's in the line of **Printing**

From a Visiting Card to a Poster
We Can Satisfy You With Quality, Quantity and Service
JOB PRINTING DEPT.
The Beach News
Phone Point Loma 17
4829 Saratoga Avenue,
Ocean Beach, California

SPEND YOUR DIMES AND DOLLARS AT HOME

OCEAN THEATRE

COMING SATURDAY
Booth Tarkington's Masterpiece
"THE FLIRT"
Admission 15c and 20c

COMING SUNDAY
DOROTHY PHILLIPS
—in—
"THE WHITE FRONTIER"
* * *
"FIGHTING BLOOD"
Round No. 4
Admission 15c and 20c

SPECIAL
WED. and THURS.
D. W. Griffith's
"THE WHITE ROSE"
Admission Children 15c, Adults 30
Always a Good Comedy
Come early—doors open at 7:15

Are You A Brown Mouse?

Phone Pt. Loma 46-J Sunset Cliffs
Crags Apartments
Delmar Ave. 1 Block W. Paved Highway
Two Blocks South from O. B. Car Ter.
Every Apartment Gives Hill and Ocean Exposure. Complete Equipment Included in Rates.

Are you a Brown Mouse?

Phone Point Loma 214-J
D. C. CROSBY
Real Estate and Insurance
4930 Muir Ave., Ocean Beach
Houses and Lots For Sale
Beach Cottages For Rent

Are you a Brown Mouse?

T. J. ELLIS
Painting Contractor
Carpentering
ESTIMATES FREE
4811 BRIGHTON AVENUE
Box 1061 Ocean Beach, Calif.

Are you a Brown Mouse?

Phone Point Loma 259-J
E. K. BURDETTE
PLUMBING
Contracting, Estimating, Jobbing
2005 Bacon St. Ocean Beach.

Are you a Brown Mouse?

SUNSET GARAGE
TURNER B. KLINE
1916 Bacon Street
Ocean Beach, Calif.
Phone: Point Loma 20-J

Are you a Brown Mouse?

The BLUEJACKET
DANIEL HANSONL, Prop.
Newport Av., Op. O. B. Postoffice
Formerly the Blue Front
All kinds of Soft Drinks, Candies, Cigars, Cigarettes and Smoking Tobacco

Are you a Brown Mouse?

SAN DIEGO
Army and Navy Academy
Prep for College, West Point and Annapolis—Enjoys University of California's Highest Scholastic Rating.
THOROUGH MILITARY INSTRUCTION
CHRISTIAN INFLUENCES
LAND AND AQUATIC SPORTS
ENTIRE YEAR
Located on Ocean
Phone, Pacific Beach 172
COL. THOS. A. DAVIS, Pres.

IF YOU HAVE
Rooms for Rent

Try our Classified Ads, for Quick Results—Only a dime a line, five words to the line, payable in advance.

Rhyming Puzzles for Children

HIGH diddle doubt,
My candle's out,
And I've got to climb the stairs;
They're dreffful dark
And just the place
One's apt to meet wild bears.

Find another person. Lower side down, on trousers.

Clever Compositions by O. B. Public School Pupils

Visit the school next week.

NEW PUPILS

There has been quite an addition to the school in the past week. The following are the names of the new pupils and the grade:

Eighth Grade—Frances Lupper, Olga Peterson, Clara Peterson.

Seventh Grade—Thomas Elliott.

Sixth Grade—Frank Rynerson, Maurice Montgomery.

Fifth Grade—Jack Bintliff, James Gray, Florence Rynerson.

Third Grade—Allan Danner, Helen Thrift.

One A Grade—Lois Elliott.

Visit the school next week.

◆ ◆ ◆

OCEAN BEACH SCHOOL NEWS

By Dorothy Myer, Eighth Grade

When Education Week comes the Eighth grade find that they will come to just the right chapter in history, which is about the education of our country. Many interesting essays are being written.

Pupils have made very fine posters on such subjects as food, cleanilness, thrift, labor-saving devices, and safety. As soon as the show-card colors arrive, the charcoal drawings on these posters are to be painted and put on exhibition.

Miss Spani is placing particular stress on the writing and neatness of all papers, whether compositions or not.

A Girl Scout band has been formed and is in charge of the fourth grade teacher, Miss Sylvester. They have a meeting once or twice a week. Some hikes have been taken, and the Scouts are looking forward to another one. Every girl who possibly can, isurged to join. It is a road to health and strength of not only the body, but the character.

Visit the school next week.

◆ ◆ ◆

PRIVILEGES AND RESPONSIBILITIES OF CITIZENS

By Dorothy Cooley, 7A Grade

The citizens of our country have many privileges, such as sending their children to free public schools, and having the privilege to vote, or in other words, make their own laws. They can also enjoy our public libraries, playgrounds, parks and beaches. Having all these privileges, they must share in the responsibilities of our nation. If they are good citizens they will not do any damage to the public pleasure given them. They will pay their taxes regularly, obey all laws and when voting, will not vote for laws that they know will do their country no good. Then, too, when voting for president, governor, mayor or some other high office they will not favor a friend, knowing someone else would be better, but vote for one that will love and keep our country prosperous and peaceful as it now is.

Visit the school next week.

A GOOD CITIZEN

By Frank Schneider, 7B Grade

To be a good citizen a person does not have to be a rich person, for one of the poorest persons in the whole United States became its president. To be a good citizen you must also respect your flag. A citizen has the privilege to vote when he or she becomes twenty-one. Another privilege of the citizen is protection. Any citizen will be protected if he obeys the law. Any citizen has the privilege to become the greatest person in the United States. A citizen has also the privilege to own his own land and property. A good citizen must always obey the law. A citizen is also responsible for helping the United States to be a great nation.

Visit school next week.

◆ ◆ ◆

RESPONSIBILITIES OF CITIZENS

By Catherine Shepard, 7th Grade

If we are real citizens we must do whatever our government calls for, so get busy, do what you can and help our government. We take pleasures and don't want to give them. If you want a thing pay for it. Don't just take what is free and give nothing to help make it free for the poor. But get at it and help and you will be glad when you are old and gray. You will have something to think about that will be worth while.

Picture Frames, Froide's, opp. P.O.

EDUCATION WEEK TO BE OBSERVED GENERALLY THROUGHOUT CALIFORNIA

The United States bureau of education and the National Education association are behind the idea of American Education week which is intended as part of the Americanization work of the American Legion.

California legionnaires will hold the plea of President Coolidge and join in the nation-wide observance of Education week, November 18 to 24.

Ministers of every denomination have been requested to begin the week's observances on November 18 by preaching a sermon on education.

The program for the week of are:

Monday, Nov. 19—American Constitution day.

Tuesday, Nov. 20—Patriotism day.

Wednesday, Nov. 21—School and Teacher day.

Thursday, Nov. 22—Illiteracy day.

Friday, Nov. 23—Community day.

Saturday, Nov. 24—Physical Education day.

Put "Ocean Beach" plates on your car.

Mention of The Beach News to our advertisers will be appreciated.

Classified Ads Get Quick Results.

THE BEACH NEWS

AN INDEPENDENT PAPER
Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY
4829 Saratoga Avenue, Ocean Beach, California
Phone Point Loma 17

KIRK SMITH ..... Editor-Owner
KATHERINE SMITH ... Sec'y.-Treas.

2 ... 7

Subscription Price, $1.00 a Year
IN ADVANCE
Single Copies ..... 5 Cents
Advertising Rates Upon Application
LOCAL READERS—Fifteen cents a line, averaging five words to line.
CLASSIFIED ADS—Ten cents per line, averaging five words to line.

"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California, under the Act of March 3, 1879."

FRIDAY, November 16, 1923

News contributors and advertising patrons will please take notice that the forms of The Beach News close at noon every Thursday and will greatly oblige by submitting their favors accordingly. Write on one side of the paper only.

ARE YOU A BROWN MOUSE?

◆ ◆ ◆

RENEWAL WITH BEST WISHES

San Diego, Cal., November 9, '23.
Mr. and Mrs. Kirk Smith:

Enclosed please find one dollar bill for another year's subscription to "The Beach News"—a wonderful improvement added to Ocean Beach.

Best wishes for another year.

EFFIE L. BAILEY.

◆ ◆ ◆

KIND WORDS FROM NEW YORK

"Hearty congratulations to you both in honor of your paper being one year old. May we all see it grow many, many years older. Put me down for renewal of subscription." MRS. JOHN SNELL, in a letter from New York City.

◆ ◆ ◆

SURE CUSTOMER FOR FROIDE

Mrs. Bessie Penny of Saratoga avenue, knows a good thing when she sees it. She says:

"Yes, indeed, I'm going to renew my subscription, but I'll leave it at Froide's Foto Finishing company, where I can get a 7x11 enlargement free!"

◆ ◆ ◆

LIFE MEMBERSHIP

"Please renew my subscription and count upon me as a life member of your great circle of readers."—DR. LEON SMITH of Santa Monica avenue.

◆ ◆ ◆

POSTOFFICE SCHEDULE

(H. K. Rankin, Postmaster)

Mail arrives 10 a. m., departs 11 a. m.; arrives at 4 p. m., departs at 4:30 p. m. Mail closes fifteen minutes before departure. General delivery open 8 a. m. to 6 p. m., except on Sundays and legal holidays.

FIRE! FIRE!! FIRE!!!

In the event of fire or any emergency requiring the services of the Ocean Beach Fire Department

Phone 622-44

POLICE! POLICE!!

The Police Station is located on Abbott street, the foot of Santa Monica avenue, and the phone number is Point Loma 4.

It's Not Far to a FABER Store

THE one big event of the day is DINNER, so you want it to be as near perfect as possible. One of the first things then to do, is to go to

FABER'S *for* GROCERIES

The Little Cash Grocery — Faber's Cash & Carry No. 3
5021 Newport Ave. Pt. Loma 129 — 2119 Bacon St. Phone Pt Loma 248
"IT'S NOT FAR TO A FABER STORE"

CLASSIFIED ADS

ONLY A DIME A LINE
TERMS CASH
Rates, 10 cents per line, averaging 5 words to a line. No advertisement for less than 30 cents, all payable in Advance

WANTED—Work by the hour, or washing neatly done. Phone Point Loma 385-J. 4504 Guizot street,

WANTED—Hauling, leveling, and plowing; teams, wagons and tools furnished; landscape gardening; trees and shrubs planted; vacant lots cultivated and fenced; outdoor job work of all kinds at the Beaches. Reasonable charges. See or write NEIL MORRISON, 4519 Bermuda Ave., Ocean Beach.

FOR SALE — Full-size splendid brass bedstead, with best springs; cost $65, sell for $20. 4538 Long Branch avenue.

FOR SALE — Furniture, almost new. Bargains. 4670 Santa Cruz avenue.

WANTED—Mother's helper or high school girl that can give some hours through the week and all day Saturday. Call at 1554 Cable street. Phone Pt. Loma 138-J.

FOR SALE—Slightly used gas range, with side oven; bed springs; 4775 Long Branch Avenue, O. B.

FOR SALE—Cast-iron wood heater, stovepipe and chimney; 4935 Brighton avenue, O. B.

SPECIAL — Advertising solicitor for holiday season wanted. Splendid proposition, exclusive territory. Phone Point Loma 17 for appointment.

SUN : MOON : TIDE

NOVEMBER ALMANAC

(Bold face type denotes p. m.)

	Sun Rises	Sun Sets	Moon Rises p. m.	High		Tides	Low
17	6:22	4:46	1:58	5:47	5.1	12:16	1.7
				5:42	4.2	11:58	0.9
18	6:23	4:46	2:29	6:21	5.4	.....	...
				6:35	4.3	1:00	1.2
19	6:24	4:45	3:01	6:51	5.7	0:34	1.1
				7:22	4.3	1:36	0.7
20	6:25	4:45	3:34	7:18	5.8	1:07	1.3
				8:00	4.3	2:09	0.4
21	6:25	4:45	4:07	7:45	6.0	1:34	1.6
				8:39	4.2	2:39	0.1
22	6:26	4:44	4:42	8:11	6.1	2:03	1.7
				9:16	4.2	3:08	0.1
23	6:28	4:44	5:21	8:37	6.1	2:26	1.9
				9:50	4.0	3:38	0.2
24	6:28	4:44	6:03	9:03	6.0	2:47	2.0
				10:27	3.9	4:08	0.2
25	6:29	4:44	6:49	9:29	5.9	3:11	2.2
				11:06	3.7	4:40	0.1
26	6:30	4:43	7:39	9:58	5.8	3:36	2.3
				11:54	3.6	5:15	0.1
27	6:31	4:43	8:32	10:30	5.5	4:09	2.6
				.....	...	5:56	0.3
28	6:32	4:43	9:28	0:47	3.6	4:50	2.8
				11:09	5.2	6:45	0.5
29	6:33	4:42	10:26	1:52	3.6	5:54	3.0
				12:00	4.8	7:43	0.6
30	6:34	4:42	11:26	3:02	3.9	7:38	3.1
				1:17	4.4	8:49	0.8

New moon Nov. 8 at 3:27 p. m.
Full moon Nov. 23 at 12:58 p. m.

OCEAN BEACH
BAIT HOUSE
Phone Point Loma, 6
JACK NEUMONT, Prop.
Fresh Bait of All Kinds
Fishing Tackle, Boats to Let
CIGARS, TOBACCO, SOFT DRINKS

IT'S TIME TO RENEW YOUR SUBSCRIPTIONS NOW!

Church News

CHRISTIAN SCIENCE SOCIETY
1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

◆ ◆ ◆

FIRST BAPTIST CHURCH OF OCEAN BEACH
DeFoe Street at Santa Monica Ave

Sunday—Worship and preaching at 11 a. m. and 7:30 p. m. Bible school at 9:45 a. m. Young People's Union at 6:30 p. m.

Wednesday — Mid-week meeting for praise, prayer and conference at 7:30 p. m. All are invited to these meetings.

◆ ◆ ◆

UNION CONGREGATIONAL CHURCH
Rev. Frederic J. Stoetzel, Pastor

Sunday school at 8:45 a. m.
Morning worship at 11 o'clock.
Evening service at 7:30 o'clock.

◆ ◆ ◆

CATHOLIC CHURCH
(Corner Defoe Street and Santa Monica Avenue)
Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30; Evening service, 7:30; Sunday school, 9:30 a. m.

Week Days—Service at 8:00 a. m.

At Roseville, Sundays—Service at 10:30 a. m.; Sunday school 11:30 a. m.

◆ ◆ ◆

TRINITY MISSION EPISCOPAL
REV. ARTHUR C. DODD, IN CHARGE

Sunday school at 9:45 a. m.
Morning service at 11.
Sunday school and morning service held at 5006 Niagara avenue.

SUBSCRIBE NOW!

Messrs. Merchants:

You believe in Organization and Co-operation. No doubt about that.

Organization and Co-operation are found in the Phonograph. The cogs and springs are so organized that perfect co-operation is possible.

But you've got to attach a HORN to the outfit if you would have people know about it.

Use the Beach News as YOUR HORN for increasing your business.

Try Persistent Publicity

YOU'RE READING THIS. And so are thousands of other good people, who would also see YOUR business announcement if placed here.

Golden State
News of Interest to All

The state bureau of labor will soon open its ninth free employment office at San Diego.

A Supreme court decision will be sought to determine the constitutionality of the new firearms law.

The western division of the Chamber of Commerce of the United States will meet in San Francisco January 29 to 30.

The contract for wrecking the old govenor's mansion has been let; the company to wreck the building, prepare the grounds for park purposes and pay the state $772.

The governor denied an extradition warrant from Illinois for the return of Mrs. Ida McCormick, charged with embezzling funds of the McCormick Medical Institute, Chicago.

M. M. O'Shaughnessy, city engineer of San Francisco, has filed a suit for $125,000 damages, the Daily News being the defendant, for alleged unwarranted attacks on O'Shaughnessy's record of accomplishments.

Requisition papers have been issued by Governor Richardson for the return from Seattle of Gordon Phillips, who escaped from his guards while enroute to San Quentin. He was convicted at Los Angeles of burglary.

The federal intermediate credit bank at Berkeley will advance nearly $10,000,000 to farmers of the state this year on unsold crops in warehouses. $100,000 is the savings to the farmers in interest payments through such loans.

A Paris dispatch tells of $12,000 paid by Revel L. English, a Californian, for the saddle stallion, Edna May's King, said to be the highest price ever paid for such an animal. The horse was shipped to Portland for show.

It is reported that the Standard Oil Company has sent a rig into the Ager region of Siskiyou county to drill a test well on a location which geologists consider highly promising, and where a local company already have a well down 800 feet.

A rosary of Emperor Maximilian has been presented to the Museum of Art, Palace of Fine Arts, San Francisco. It is described as an exquisite example of filigree silver and was obtained from a monk in a Mexican convent by the emperor.

George A. Levy, former industrial commissioner of Denver, has accepted the executive directorship for California in the million dollar endowment fund being raised throughout America in behalf of the Jewish Theological Seminary of New York.

Practically all of the state highway between Redding and the Oregon line, except stretches already paved, will be rebuilt within the next two years, unless the plans of the highway department go awry. Bids for a part of the work will be opened Dec. 3.

Adjutant General Borree of the California national guards has resigned to give his attention to private affairs. Borree was appointed by Governor Hiram Johnson in 1915 and holds the commission of brigadier general commanding the Seventy-ninth infantry, Fortieth division, which he will retain.

After the state board of control announced its consent to the payment of the salary claims of the tuberculosis bureau the Supreme court continued the case brought by Mrs. Linda Mitschke, a field worker of the bureau, until December, with the understanding that the case would be dismissed if a settlement was reached.

Jose Lopez, apprehended by the Sacramento police, was taken to Marysville to face a possible charge of murder for shooting Paul Reuckert, railroad watchman of that city, on July 15. Reuckert has since the shooting been confined at the Western Pacific railroad hospital at Portola. Five operations have been undergone by the injured man and there is little hope for his recovery.

Action brought by the state reclamation board, acting as agent for the Sacramento and San Joaquin drainage district, resulted in the validation of $8,000,000 in bonds, voted to pay the cost of construction work on the Sutter-Butte by-pass. This will permit of their sale at an early date and the reclamation board will be able to take up $6,500,000 in outstanding warrants and $1,500,000 in interest charges.

John Francis Neylan, publisher of the San Francisco Call, was made defendant in a libel action by John S Drum, president of the Mercantile Trust Company, for alleged malicious charges printed in the Call, growing out of the Key Route System rehabilitation project which is now in the hands of the railway commission. The complaint cites one paragraph which accuses Drum, as chairman of the reorganization committee, of forcing the Key Route system into bankruptcy and voting himself a $50,000 fee for his services.

The Sacramento county grand jury returned indictments against John Doe for the murder of Harry Brown and Dr. J. L. Arbogast in that city some time ago. The action was taken to authorize expenditures to apprehend the criminal. Officers are flooding the country with the description of Henry J. Dunlap, whose photograph has been identified by Brown's fiancee as the man who killed him in a hold up. Because of similar circumstances surrounding the murder of Dr. Arbogast officers think the same man is guilty of both. Dunlap has a varied criminal career.

Classified Ads Get Quick Results.

Farewell
by Grace E. Hall

The Spring shall come again and yet again,
With all its witchery of bud and bloom,
Its madrigals of song, its mist of rain,
Its dank sweet odors in the woodland gloom;
Its wondrous tender love-notes in the dawn,
When feathered wings first cleave the waiting air,
But I shall wake to know that you are gone—
And hear but sounds of mourning everywhere.

The flowers shall yield their fragrance and their grace,
And luscious be the clusters on the vine,
But I shall feel your blown hair on my face,
Your tears upon my hands, like sacred wine;
When Autumn once again its magic weaves
In colors rivaling the Orient's art,
I'll hear a wordless threnody of leaves,
And sounds of sobbing deep within my heart.

Copyright by Dodd, Mead & Co., Inc.

Place Your Order for
MINCE PIES and FRUIT CAKE
NOW
For Your Thanksgiving Dinner
OCEAN BEACH
BAKERY
1877 Bacon Street
Phone Point Loma 72-W

J. B. MASSE'S
LOCK and KEY Works
ELECTRICAL APPLIANCES REPAIRED
RE-KEY ANY LOCK
Fishing Tackle Fixed Like New
1957 Abbott Street - O. B. Library Block - Ocean Beach

OCEAN BEACH
PLUMBING COMPANY
Chas. H. Peltcher, Prop.
5068 NIAGARA AVENUE
Phone: Point Loma 152
Repair Work, Contracting, Estimates
Plumbers' Supplies and Heaters,

OCEAN BEACH GARAGE
HENRY EULBERG, Proprietor
BEST EQUIPPED FOR SERVICE
AUTOMOBILE REPAIRING
Authorized FORD and CHEVROLET Service
4868 Newport Avenue PHONE POINT LOMA 77-W
Two Blocks East of Dance Pavilion

Send us all of your Soiled Linens and Clothing Now and we will return 'em fresh and clean in ample time for Thanksgiving!
The AMERICAN LAUNDRY
5036 Niagara Avenue HARRY C. WING, Prop. Phone Pt. Loma 31

Dance to Music That Makes You Want to Dance
BENBOUGH'S
OCEAN BEACH DANCE PAVILION
"GARDEN OF EDEN"
Dancing Every Night and Sunday Afternoon--Except Monday
GOOD MUSIC! — Open All the Year — GOOD FLOOR!

DAILY TRIPS TO SAN DIEGO AND POINT LOMA
REID TRANSFER
1885 Bacon Street. FREIGHT BAGGAGE JOBBING MOVING Ocean Beach
Residence Phone Point Loma 125-J
STORAGE
FEED, FUEL and HARDWARE
Office Phone Point Loma 136

Katherine's Kollum

By MRS. KIRK SMITH Phone, Point Loma 17.

VAN PUT-SUDER

The following wedding invitation has been welcomed by the home staff of The Beach News.

Mr. and Mrs. Frederick George Suder request the honor of your presence at the marriage ceremony of their daughter, Katherine M. to Mr. Jacques F. Van Put on Thursday evening, November 29, Nineteen Hundred and Twenty-three at six o'clock, St. George's Church, New York City, N. Y.

A reception will be held immediately after the wedding ceremony at the bride's home, 354 East Fifteenth street, New York.

Miss Suder is a cousin of Mrs. Katherine Smith, whose sister in Los Angeles, Mrs. Ella Snel, is now enjoying a visit to New York City, and will act as maid of honor at the marriage.

◆ ◆ ◆

RED, WHITE AND BLUE BIRTHDAY CAKES SIGNALIZE THREE-IN-ONE CELEBRATION

An exceptionally unique and novel celebration of three birthdays in one was held last Monday evening, November 12th, when Mrs. Donald J. Spencer, of 4860 Narragansett avenue, and Mrs. Fred W. Reid of 1727 Cable street, gave a grand dinner at the home of Mrs. Reid, in honor of Bobby Spencer, Clyde Shockey and Mrs. Reid, whose birthdays fell on the same date. The idea of Armistice Day decorations was carried throughout, small silk American flags being used as favors. Little Bobby Spencer had a blue cake, Mrs. Reid a white cake, and Mr. Shockey a red cake, while the happy trio were also the recipients of many pretty and useful presents. The participants in the jolly affair included Mr. and Mrs. Fred Reid, little Doris Reid, Mrs. Susie Morgan, of Orange, Calif., Clyde Shockey, Mr. and Mrs. D. J. Spencer and their two children, Bobby and Dick.

◆ ◆ ◆

Birthday Cards, Froide's, op. P. O.*

◆ ◆ ◆

HILL-BLOCHER

George Hill, aged 63, and Carrie Blocher, five years younger, and both of Ocean Beach, are recorded in this week's list of marriage licenses.

◆ ◆ ◆

DEMISE OF DR. A. H. HINDE

At the age of over 71 years, Dr. Alfred H. Hinde has passed away, after living in retirement for about ten years at home, 4510 West Point Loma boulevard. He was a native of England and was formerly a prominent Chicago physician. He is survived by two nieces, Miss Lillie Hinde, a nurse living at 3872 Fifth street, and Mrs. Walter Eaton of Yorkshire, Eng. Funeral services were held yesterday, with the Rev. C. L. Barnes officiating, and cremation was made at the Greenwood crematory.

◆ ◆ ◆

EASTRIDGE-BAZIER

A license has been issued for the marriage of William H. Eastridge of Encanto, to Jennie Bazier of Ocean Beach. The groom's age is given at sixty-five, being a year younger than that of the bride.

◆ ◆ ◆

FIRST AID TREATMENT

Mrs. H. A. Shuh of 1857 Bacon street, had a very bad fall last Tuesday, spraining the ligaments in her right arm. First aid treatment was given by Fred Kraft of the O. B. Pharmacy.

◆ ◆ ◆

NEW BEAUTY SHOP

Miss C. O. Wagner, beauty specialist, formerly of the U. S. Grant hotel shop, will shortly open a beauty shop at 5033 Newport avenue, where the Butterfly Sweet Shoppe was formerly located. Miss Wagner already has quite a number of engagements listed.

◆ ◆ ◆

Mrs. E. W. Grenawalt, the very popular proprietress of the Newport Shoppe, has been on the sick list for about two weeks. We hope she will soon recover.

BAZAAR AND RUMMAGE SALE

◆ ◆ ◆

Starting Tuesda, Nov. 20, and continuing for a week, the ladies of the Congregational church will hold a BAZAAR and RUMMAGE SALE in the Sutcliffe building on Abbott street, and on Saturday, Nov. 24, there will be a HOME-COOKED FOOD SALE. Everybody is invited to help along in a good cause.

$25,000 FIRE WRITTEN UP IN TRUE SOCIETY FORM

A fire occurred in an English provincial town and occasioned much excitement. No member of his regular staff of reporters being available at the time, the news editor of the local paper sent the newly engaged society editor to investigate the matter and report.

The following description was handed into the office some hours later:

"A brilliant fire was held yesterday afternoon at the house of Mr. and Mrs. Sniff in Dash street. A large number of persons were present. Mrs. Sniff, who had recently had her hair bobbed, made a charming escape in a pretty silk blouse, a pattern of which appeared on our woman's page last week. The firemen were becomingly garbed in blue, full cut tunics. The weather was quite delightful for an affair of this kind. Because of the fire, Mrs. Jones of 336 Dash street, opened her home to Mrs. Sniff and her two charming daughters. The expression was heard on all sides that the fire was a most successful event. It must have cost at least $25,000." —London Post.

◆ ◆ ◆

DOINGS AT SUNSET CREST

Mrs. J. Gilbert Quail of Detroit, with her three children, have taken the "Cobbles" for the winter. Little David Quail will go to school here.

Mr. and Mrs. M. V. Hamilton have taken the "Snuggery" for the winter. Ensign Hamilton is located at the Naval Training School.

Mrs. J. L. Faucett is a guest at the Wheeler home on Orchard avenue.

◆ ◆ ◆

VISITORS RETURN HOME

Mr. and Mrs. Roger Monger, of Brawley, Calif., arrived here recently to visit Mr. and Mrs. Henry Eulberg at 4803 Long Branch avenue. Mr. Monger's sister, Miss Huba Monger, of Springfield, Mo., has been visiting her brother and they all left last Tuesday for Brawley.

◆ ◆ ◆

Thanksgiving Cards at FROIDE'S.

◆ ◆ ◆

Mr. and Mrs. W. B. Lockwood and son David, arrived recently from Minneapolis, Minn., and are residing at the Los Nidos Court on Santa Monica avenue.

◆ ◆ ◆

A. N. Fisher and P. H. McCune, the enterprising proprietors of the Ocean Beach Bakery, announce that they are booking orders for mince pies and fruit cake for Thanksgiving.

A. H. Carothers, nephew of Mrs. L. S. White of 4667 Orchard avenue, is suffering very badly with a boil on his neck.

◆ ◆ ◆

Mrs. C. L. McLoon mourns the death of her brother, Dr. E. C. Watkins, who passed away during the last week in October at his home in Enid, Okla., where he had been successfully practicing his profession as a dentist for several years.

◆ ◆ ◆

TO NEWS CONTRIBUTORS

◆ ◆ ◆

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.

CLASSIFIED ADS GET QUICK RESULTS

LOS ANGELES — Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

◆ ◆ ◆

Are You a BROWN MOUSE?

SUNSET CREST
(Highest Point of Sunset Cliffs)
CHAS. M. WHEELER, Prop.
Cable St. and Orchard Ave.
Beautiful Cement Bungalows, four rooms with bath, completely furnished $45 to $50 and Up Per Month.
Fireproof Garages

Are You A Brown Mouse?

Residence Phone Point Loma 16 Office Phone Point Loma 72-J
Dr. F. J. Ratty
PHYSICIAN and SURGEON
Res., 4820 Cape May Avenue, Office, 5024 Newport Ave.

Are You A Brown Mouse?

O. B. Cleaners
R. D. CRAPO, Prop
Cleaning Dyeing Pressing
1928 Bacon St.
Phone Point Loma 30-J

Are You A Brown Mouse?

STILES
We Specialize In
Vegetable and Flower Seeds
Poultry and Bee Supplies.
630 E STREET SAN DIEGO

ARE YOU A BROWN MOUSE?

San Diego's All-Year-Round TOY LAND
CHILDREN'S Indoor and Outdoor PLAYTHINGS
Phone 625-70
PASSMORE'S
Bird and Toy Store
Sixth and B Sts., San Diego
Gold Fish and Aquariums
Bird, Dog and Cat Remedies
St. Andreasburg Canaries.
SAN DIEGO'S OLDEST BIRD STORE

ARE YOU A BROWN MOUSE?

ICE CREAM FOUNTAIN DRINKS
After the Show come and Enjoy a DELICIOUS OYSTER STEW
HARRY'S PLACE
Cor. Bacon St. and Newport Ave.

Are You A Brown Mouse?

C. Townsend Brown
The Best Art Service For the Money
Commercial Designs
Posters, Signs
Showcards
Birdseye Views
5050 NIAGARA AVENUE
Ocean Beach California

Are You A Brown Mouse?

The BEAD SHOP
BATIKA VASES
Just received from Europe, over 400 beautiful vases. The prettiest and most reasonable Christmas gifts in town. Come in and see them, whether you wish to buy or not.
533 B Street, bet. 5th and 6th
Opp. Commonwealth Bldg., S. D.

ARE YOU A BROWN MOUSE?

◆ ◆ ◆

ABOUT PRINTING PRICES

All job printing by "The Beach News" carries the Union Label and all estimates are made in accordance with the Franklin Price List, our prices for standard printing being precisely the same as any Union office in the city. Quality and service unexcelled. Give us a trial. Phone Point Loma 17.